Whole Earth Reader Survey

RESPONSES: 1,400

How did you acquire this issue?

87% Subscription
8% Newsstand
1% Friend
4% Other

How often have you read Whole Earth in the past?

83% Every issue
14% Occasionally
2% First timer

How much time do you spend with each issue?

59% Over 3 hours
36% 1-3 hours
2% Less than 1 hour

To what extent do the book reviews influence your book reading decisions?

54% Somewhat
38% A lot
7% Not much

Would you prefer:

6% Comprehensive resource listings
20% Recommendation of the best resources
67% Both of the above

What do you think of Whole Earth's presentation of:

	Never read	Satisfied	Wish there was more
Book reviews	1%	61%	33%
Resource Listings	1%	55%	38%
Home tools	3%	53%	39%
Long articles	3%	70%	21%

Community tools	4%	65%	25%
People profiles	6%	73%	15%
Music and Poetry	15%	61%	18%
Gossip	24%	58%	9%
Fiction	25%	56%	11%

What other publications do you read regularly?

22% UTNE Reader
15% The Nation
13% New Yorker
13% Time
10% Harper's
10% National Geographic
9% Wired
7% Atlantic Monthly
7% New York Times
7% Scientific American
7% Newsweek
5% Tricycle

Areas of Interest:

	Not interested		Interested	Very interested
Ecology	2%	39%		59%
Natural history	9%	43%		48%
Health	5%	48%		47%
Human rights	7%	59%		34%
Education/schooling	9%	50%		41%
Sex	10%	47%		43%
Community building	10%	47%		43%

Public policy	12%	59%	29%
Family affairs	14%	61%	25%
Foreign affairs	14%	61%	25%
Gardening	14%	45%	41%
Spirituality/religion	14%	43%	43%
Electronic media & computer technology	16%	49%	35%
Economics & market systems	15%	55%	30%
Outdoor recreation	16%	50%	34%

How often do you use:

	Never	Daily	Weekly	Monthly
Email	24%	52%	15%	2%
WWW	24%	37%	24%	12%

Gender:

75 % Male
22% Female

Age:

1% 20 & under
3% 21-30
22% 31-40
38% 41-50
34% 50+

Household income:

18% Under $25,000
20% $26-40,000
18% $41-60,000
14% $61-80,000
11% $81-100,000
8% $101-150,000
6% $150,000+

Education:

3% High school
18% Attended college
24% Bachelor's degree
11% Attended graduate school
43% Graduate degree